

ORDER



Orders
Order / Rev: 216690
Alt Order #: 06866108
Product Desc: 10/24-10/30 MITT ROMNEY
Estimate: 356
Flight Dates: 10/24/12 - 10/30/12
Original Date / Rev: 10/23/12 / 10/23/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: American Rambler Productions
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 02494

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Romney For President (R)
Demographic: A35+
Product Codes: PL1
Priority: P3
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	25	\$58,250.00	\$49,512.50
10/29/12	10/30/12	4	\$3,800.00	\$3,230.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	25	\$58,250.00	\$49,512.50	0.00
November 2012	4	\$3,800.00	\$3,230.00	0.00
Totals	29	\$62,050.00	\$52,742.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	28%	\$62,050.00
Market	100%	\$221,607.14

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	72%	\$159,557.14
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	0%	\$0.00
WTVZ	0%	\$0.00
WVEC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	10/29/12	10/30/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	-T-----	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----			1			\$1,000.00		0.00			
E 2	WVBT	10/24/12	10/26/12		CM	10-1045p	----F--	:30	1	\$500.00	P2	0.00	NM	1	\$500.00

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 Product Desc: 10/24-10/30 MITT ROMNEY
 Estimate: 356

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 10-1044p Fox News @ 10											
FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$500.00		0.00			
E 3	WVBT	10/29/12	10/29/12	World Series World Series	CM	World Series	M-----	:30	2	\$1,200.00	P3	0.00	NM	2	\$2,400.00
WORLD SERIES GAME FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					2	\$1,200.00		0.00			
E 4	WVBT	10/24/12	10/24/12	World Series World Series	CM	World Series	--W----	:30	2	\$2,000.00	P2	0.00	NM	2	\$4,000.00
WORLD SERIES GAME ONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					2	\$2,000.00		0.00			
E 5	WVBT	10/25/12	10/25/12	World Series World Series	CM	World Series	---T---	:30	2	\$2,000.00	P2	0.00	NM	2	\$4,000.00
WORLD SERIES GAME TWO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					2	\$2,000.00		0.00			
E 6	WVBT	10/27/12	10/27/12	World Series World Series	CM	World Series	-----S-	:30	4	\$1,000.00	P4	0.00	NM	4	\$4,000.00
WORLD SERIES GAME THREE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					4	\$1,000.00		0.00			
E 7	WVBT	10/28/12	10/28/12	FOX News Sunday Fox News Sunday	CM	10-11a	-----S	:30	2	\$75.00	P2	0.00	NM	2	\$150.00
FOX NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					2	\$75.00		0.00			
E 8	WVBT	10/28/12	10/28/12	NFL Redskins NFL Redskins	CM	NFL Redskins	-----S	:30	4	\$6,000.00	P2	0.00	NM	4	\$24,000.00
REDSKINS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					4	\$6,000.00		0.00			
E 9	WVBT	10/28/12	10/28/12	Fox NFL Reg Season 4p Fox NFL Reg Season 4p	CM	Fox NFL Reg Seat	-----S	:30	2	\$6,000.00	P2	0.00	NM	2	\$12,000.00
NFL ON FOX GAME TWO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					2	\$6,000.00		0.00			
E 10	WVBT	10/28/12	10/28/12	World Series World Series	CM	World Series	-----S	:30	4	\$2,000.00	P2	0.00	NM	4	\$8,000.00
WORLD SERIES GAME FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					4	\$2,000.00		0.00			
E 11	WVBT	10/28/12	10/28/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S	-----S	:30	2	\$400.00	P2	0.00	NM	2	\$800.00
WVBT FOX NEWS-FOLLOWING WORLD SERIES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					2	\$400.00		0.00			
E 12	WVBT	10/24/12	10/25/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S	--WT---	:30	2	\$400.00	P2	0.00	NM	2	\$800.00
LATE NEWS FOLLOWING WORLD SERIES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WT---					2	\$400.00		0.00			
E 13	WVBT	10/29/12	10/29/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after SM	-----	:30	1	\$400.00	P2	0.00	NM	1	\$400.00
LATE NEWS FOLLOWING WORLD SERIES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$400.00		0.00			
													Totals	29	\$62,050.00